



LIVEmark Retail Benchmarks (in United States)

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Session Traffic Summary	June 2008	May 2008	% Change (m/m)	June 2007	% Change (y/y)
One Page Session ¹	23.42%	23.45%	-0.13%	23.26%	0.69%
Multi Page Session ²	76.58%	76.55%	0.04%	76.74%	-0.21%
Browser Session ³	48.50%	48.77%	-0.55%	47.14%	2.89%
Shopping Cart Sessions ⁴	9.43%	9.45%	-0.21%	8.86%	6.43%
Order Sessions ⁵	2.88%	2.97%	-3.03%	3.02%	-4.64%

Visitor Experience Summary	June 2008	May 2008	% Change (m/m)	June 2007	% Change (y/y)
Page Views Per Session ⁶	12.72	13.16	-3.32%	14.40	-11.70%
Product Page Views Per Session ⁷	3.42	3.45	-0.70%	3.63	-5.63%
Average Time on Site (in seconds) ⁸	476.59	487.48	-2.23%	487.48	-2.23%

Transaction Summary	June 2008	May 2008	% Change (m/m)	June 2007	% Change (y/y)
Average Items/Order ⁹	5.90	6.17	-4.36%	6.30	-6.40%
Average Order Value ¹⁰	\$120.82	\$122.51	-1.38%	\$141.88	-14.84%
Shopping Cart Conversion Rate ¹¹	31.74%	32.95%	-3.67%	35.59%	-10.82%
Shopping Cart Abandonment ¹²	68.26%	67.05%	1.80%	64.41%	5.98%
New Visitor Conversion Rate ¹³	2.02%	2.16%	-6.48%	2.21%	-8.60%

On site Search Summary	June 2008	May 2008	% Change (m/m)	June 2007	% Change (y/y)
On-Site Search Session ¹⁴	15.07%	14.71%	2.45%	15.86%	-4.98%
On-site Search Conversion Rate ¹⁵	6.64%	6.51%	2.00%	6.79%	-2.21%
On-site Search Average Order Value ¹⁶	\$130.41	\$135.82	-3.99%	\$147.62	-11.66%

Marketing Summary					
Direct Load	June 2008	May 2008	% Change (m/m)	June 2007	% Change (y/y)
Traffic % ¹⁷	48.06%	47.65%	0.86%	48.98%	-1.88%
Sales % ¹⁸	65.61%	64.22%	2.16%	68.29%	-3.92%
Conversion Rate ¹⁹	3.49%	3.58%	-2.51%	3.71%	-5.93%

Natural Search	June 2008	May 2008	% Change (m/m)	June 2007	% Change (y/y)
Traffic % ²⁰	13.43%	13.11%	2.44%	11.29%	18.95%
Sales % ²¹	8.41%	8.27%	1.69%	6.38%	31.82%
Conversion Rate ²²	1.92%	2.00%	-4.00%	2.13%	-9.86%

Referrals	June 2008	May 2008	% Change (m/m)	June 2007	% Change (y/y)
Traffic % ²³	7.06%	6.60%	6.97%	5.78%	22.15%
Sales % ²⁴	2.40%	2.26%	6.19%	1.77%	35.59%
Referral Conversion Rate ²⁵	1.40%	1.47%	-4.76%	1.56%	-10.26%

About Coremetrics LIVEmark Benchmarks:

Session Traffic Summary Metrics

- 1. One Page Session %** Out of all sessions, the percentage in which visitors immediately departed the site (i.e. only one page was viewed by the visitor during the session).
- 2. Multi-Page Session %** Out of all sessions, the percentage in which visitors did not immediately depart the site (i.e., more than one page viewed by the visitor during the session).
- 3. Browser Session %** Out of all sessions, the percentage in which visitors viewed at least one product page.
- 4. Shopping Cart Session %** Out of all sessions, the percentage in which visitors placed at least one item in their shopping cart.
- 5. Order Session %** Out of all sessions, the percentage in which visitors completed an order.

Visitor Experience Summary Metrics

- 6. Page Views / Session** The average number of pages viewed by visitors per session.
- 7. Product Views / Session** The average number of products viewed by visitors per session.
- 8. Average Session Length** The average length of time for a visitor session.

Transactions Summary Metrics

- 9. Average Items per Order** The average number of items purchased per order.
- 10. Average Order Value** The average value of each order.
- 11. Shopping Cart Conversion %** Out of all visitors who placed items in their shopping carts, this is the percentage that went on to place an order.
- 12. Shopping Cart Abandonment %** Out of visitors who placed items in their shopping carts, this is the percentage that did not go on to place an order.
- 13. New Visitor Conversion %** Out of all new visitor sessions, this is the percentage that completed an order.

On-Site Search Summary Metrics

- 14. On-Site Search Session** Out of all sessions, the percentage in which visitors used on-site search capabilities.
- 15. On-Site Search Conversion** Out of all sessions where visitors used your on-site search capabilities, this is the percentage that also completed an order.
- 16. On-Site Search Average Order Value** The average value of orders that were placed during sessions involving one or more on-site search.

Marketing Summary Metrics

- 17. Direct Load - % of Site Traffic** Out of all tracked visitor sessions for the specified time period, the percentage attributable to a direct load of the site.
- 18. Direct Load - % of Sales** Out of all sales for tracked visitor sessions for the specified time period, the percentage attributable to a direct load of the site.
- 19. Direct Load - Session Conversion Rate** Out of all sessions tracked for the specified time period attributable to a direct load of the site, the percentage including an order.
- 20. Natural Search - % of Site Traffic** Out of all tracked visitor sessions for the specified time period, the percentage attributable to a natural search link from a search engine.
- 21. Natural Search - % of Sales** Out of all sales for tracked visitor sessions for the specified time period, the percentage attributable to a natural search link from a search engine.

- 22. Natural Search - Session Conversion Rate** Out of all sessions, the percentage that included visitors viewing at least one product page.
- 23. Referrals - % of Site Traffic** Out of all tracked visitor sessions for the specified time period, the percentage attributable to a referring site.
- 24. Referrals - % of Sales** Out of all sales for tracked visitor sessions for the specified time period, the percentage attributable to a referring site.
- 25. Referrals - Session Conversion Rate** Out of all sessions tracked for the specified time period that was attributable to a referring site, the percentage that included an order.